



GREATER MIAMI CONVENTION & VISITORS BUREAU

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GREATER MIAMI AND THE BEACHES LAUNCHES NEW TRAVEL APP

Free mobile application connects to the destination's tourism industry and special deals

MIAMI (November 16, 2010) – The Greater Miami Convention and Visitors Bureau has launched the destination's first mobile travel guide application for iPhone and iPod Touch, connecting visitors and locals to real-time information on lodging, dining, shopping, the arts, attractions, events, neighborhood secrets and value offers. The 'app' is available for free download at <http://www.MiamiAndBeaches.com> or by searching via the App store on your mobile device.

"With our new app we're capitalizing on the rapidly increasing use of smart phones to access the Internet, widely expected to surpass desktop internet users within five years," explained GMCVB President and CEO William D. Talbert, III, CDME, "It provides another avenue for visitors to acquire an abundance of information at their finger tips."

The recent *State of the American Traveler* study shared that 28% of travelers in the past 12 months have relied on smart phones, PDAs and other handheld devices to access travel information.

The Miami and Beaches App features user-friendly icons that link to information on all facets of the destination from its beaches and golf courses to current weather and tour options. Unique elements include:

- The "Around Me Now" icon allows users to search nearby businesses and experiences

- Delve into the destination's diverse collection of locales using the "Neighborhood Explorer" feature
- Plan to attend hot happenings, using the "Calendar of Events" icon which defaults to the current week or choose a wider search option for advanced trip planning
- View tourism destinations on a map, and access driving directions for each listing
- Enjoy a guided walking tour of historic Ocean Drive in Miami Beach's Art Deco District, to take in the vicinity's most iconic and historic landmarks

Other notable special features target key sectors of visitors to the region such as "LGBT," which links to tips from the Miami-Dade Gay & Lesbian Chamber of Commerce, "Cruise Lines," providing ideas for cruise visitors to explore, and "Accessible Miami," listing resources for handicap visitor assistance.

The Greater Miami Convention & Visitors Bureau (GMCVB) is a non-profit sales and marketing organization whose mission is to attract visitors to Greater Miami and the Beaches for leisure, business and conventions. For a vacation guide visit our website at www.MiamiandBeaches.com or call 1-888-76-Miami (US/Canada only) or 305-447-7777. To reach the GMCVB offices dial 305-539-3000. Meeting planners may call 1-800-933-8448 (US/Canada only) or 305-539-3071 or visit www.MiamiMeetings.com.

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